

The Inaugural Keith Norris Cup Charity Golf Event Brought to you in association with The Pond

SPONSORSHIP PROPOSAL

The New Zealand Marketing Association Charity Day supporting
Melanoma New Zealand



Proudly Brought to you By The Pond and The Marketing Association
All proceeds to be donated to Melanoma New Zealand



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The Marketing Association is hosting the inaugural Keith Norris Cup Charity Golf Event at Akarana Golf Course with all proceeds benefitting Melanoma New Zealand – the only charity in New Zealand solely championing the prevention, detection, and treatment of melanoma for all New Zealanders.

This is MA's one charity day of the year when we get marketers to socialise and support a fabulous cause. The event is acknowledging the huge contribution Keith Norris has made to the New Zealand Marketing Profession with over 50 years of service. He was the founder of the New Zealand Direct Mail Association which evolved into the New Zealand Direct Marketing Association, then the New Zealand Marketing Association in 2005.

We would like to invite your company to be a sponsor of this fabulous day for marketers.

Hole in one options are available. See the appendix for inspiration of what your hole sponsorship might be like.





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A bit about the event:

- 12pm start (12.30pm tee off), Thursday 17 February 2022
- Held at Akarana Golf Club
- 110 golfing guests comprised of senior executives from leading New Zealand businesses
- Eighteen holes of golf, prizes to be won, and the potential to be the first team to hoist the Keith Norris Cup as champions
- Live fundraising auction
- Free skin cancer spot checks on site on Melanoma New Zealand's Spot Check Van
- Team entry is \$300 +gst per team of 3 people. With 36 team entries available, entry will be on first come, first basis
- Not many formalities and a lot of golf – just a short speech or two and a quick auction at the 19th hole – so people can just have a fun day on the golf course in support of a serious issue affecting far too many New Zealanders

We aim to **raise more than \$20,000** on the day to advance Melanoma New Zealand's mission of providing information and support to melanoma patients and their families, and to champion the prevention and early detection of melanoma.

The statistics are horrendous...

- New Zealand's melanoma incidence rate is the **highest in the world**
- **More than 300 New Zealanders** die of skin cancer every year – that's higher than our road toll
- **Nearly 7000 melanomas** are diagnosed in New Zealanders every year – that's around 18 every day
- Melanoma accounts for **nearly 80%** of all skin cancer deaths
- Death rates are higher among men and appear to be **increasing**

But... if melanoma is recognised and treated early enough, it is almost always curable.



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In return for your investment of \$2,300 +GST, you will receive:

- Sponsorship of the 2022 Keith Norris Cup Charity Golf Event hole of your choice
- Activation presence on selected golf hole (self-activated and funded)
- One team of 3 people entered in the golf event and the option to purchase more entries prior to public sale
- Option to provide items for the auction at the 19th hole
- Logo presence on ticketing site and associated printed collateral
- Prominently display your brand on the day at the hole of your choice
- Complimentary golf cart – with the option to brand cart on the day (cost of branding and implementation is the responsibility of the sponsor)
- Acknowledge your generous support in speeches on the day by the CEOs of Melanoma New Zealand and The Marketing Association
- Acknowledge your generous support in social posts on Melanoma New Zealand's & The Marketing Association respective social media channels

Please note we are aiming to recruit other sponsors who will have the right to display their logo on mailers and they will own different holes on the day.

*We appreciate the uncertainty that COVID presents to event planning, and as such have taken care to minimise risk and up-front expense wherever possible. However, should the event need to be cancelled due to COVID, please take a moment to read the following terms:

Where the event is cancelled as a direct result of any government, public authority or public service issuing any legislation or advice that relates directly or indirectly to Covid-19 and which will affect the Venue capacity or prevent the event from taking place as planned (Including, without limitation, social distancing measures), any Sponsorship Fee already paid to Melanoma New Zealand by the Sponsor at the time the event is cancelled may be retained by Melanoma New Zealand provided that it is applied only to costs and expenses incurred in connection with the Event. To the extent that the Sponsorship Fee exceeds the amount required by Melanoma New Zealand to be applied to costs and expenses in connection with the Event, it will be refunded by Melanoma New Zealand.

Thank you for your generous support and we look forward to partnering on a very special event in support of Melanoma New Zealand.

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IDEAS FOR MAKING AN ENGAGING GOLF HOLE STATION



Please make your 2020 station Covid-safe!

Making an engaging hole station isn't as hard as it might sound. Share this page with your potential Tournament Sponsors for ideas and also let them know our event team is ready, willing, and able to help!

A good-looking booth with inexpensive snacks are all it takes at a minimum. Make a strong impression by adding one or more of the ideas below:



CARNIVAL GAMES

Remember all those silly games you played at the school carnival? Put your own twist on one and make it your booth game. Make your display fun and engaging!



LONGEST MARSHMALLOW DRIVE

Hold the Longest Marshmallow Drive contest!

Winners get a prize from your business...or a bag of marshmallows.



"HOLE IN ONE"

"Hole In One" – string up a pinata and let people take a swing at it. They can "take a swing" and try to tear a "hole in one". Very punny! Dress the part!



FISHING FOR PRIZES

This can be played in a kiddie pool or a bucket! Make cards ahead of time with one prize listed per card, and a steel washer glued to the back. Players fish using a small pole or dowel; on the hook end is a magnet. A player might pull up a prize and might pull up "Try Again" or "No Prize For You!" Make it free to play and keep it fun!



GOLF TRIVIA

How about a speed round of golf trivia?



WHO DOESN'T LOVE A PHOTO BOOTH?

Create a photo booth! Post the photos to your own social media wall and add [#PeninsulaRotaryGolf](https://facebook.com/beachrotary) so we can push them to our wall as well. Better still, tag <https://facebook.com/beachrotary>





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FREE BALLS!

Who can resist stopping by a booth with that banner?



SWAG BAGS ARE ALWAYS POPULAR.

Put together small bags of goodies for each golfer; promotional items, samples, brochures, etc. and offer a fish bowl for business cards. This booth pulled from the fish bowl to win the golf bag shown.



TEA TIME

Serve tea and dessert at a table near the actual tee. Hand out golf tees with your company name imprinted, or golf-themed cookies, cupcakes, etc with your brand on them or the packaging.



DID SOMEONE SAY DUNK TANK?

This not only makes a great impression with golfers, but it helps cut back in dehydration cases as well. Tanks are available for rent or you can DIY a setup similar to what's seen in the photo. Google "Golf Dunk Tank" to get started.



MINUTE TO WIN IT

There are so many great "Minute to Win It" games. Pick one that is quick and fun and make it your hole activity!



COMPANY SWAG

Set up a tent displaying your company's wares and give golfers a high perceived value offer to take with them such as free X when you buy Y.



JENGA!

A giant Jenga game can be made inexpensively with 2x4s. Be sure to have prizes for the winners.



BEVERAGE SAMPLES

With proper permits, you may be able to give away liquor samples. Alcohol-free beverages can be served by any business type!